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Table 1: Source of Food Consumed During Weekday Meals/Snacks (Diary Sample)¹

Where did you get the food for breakfast, lunch, dinner and snacks?

Food Source	Percent of Children Receiving Food from Each Source by Meal					
	Breakfast	Lunch	Dinner	Morning Snack	Midday Snack	Evening Snack
Home	88	45	87	75	78	94
School cafeteria	15	53	0	13	4	♦
Day care provider or facility/friend's house	1	1	1	5	9	1
Fast food restaurant or food court	1	1	9	♦	3	1
Served by fast food at school	0	2	0	0	1	♦
Miscellaneous ²	1	2	5	8	7	4

¹ Reports the responses based on the average over two days.

² Miscellaneous represents four collapsed categories including school vending machine, convenience store, other type of restaurant, and other.

0% represents one-half of one percent or less.

♦ No one represented

Columns may not add up to 100% due to rounding.

Table 2: Who Most Often Makes Children's Meals and Snacks (Phone Sample)

During the school week, who most often makes breakfast/lunch/dinner for you?

During the school week, who most often makes after-school/evening snacks for you?

	Who Makes Children's Meals and Snacks?				
	Mom/ Dad/ Adult	Child Alone	Child and Adult	Child with Child	School
Meal Times					
Breakfast	45	40	2	♦	13
Lunch	40	16	2	0	42
Dinner	96	2	2	0	♦
Snack Times					
After School Snack	44	50	2	1	3
Evening Snack	51	46	1	0	1

Excludes those reporting "other," "don't eat," and "don't know."

0% represents one-half of one percent or less.

♦ No one represented.

Rows may not add up to 100% due to rounding.

Table 3: Proportion of Children Who Reported Eating 1 or More Servings of Fruits and Vegetables by Meal Times and for Snacks (Diary Sample)

How many servings of fruits, vegetables, 100% juices, or salads did you eat/drink?

Meal Times	Percent of Children Eating 1 or More Servings of			
	Fruits and Juices	Vegetables and Salads	Fruits and Vegetables	Fruits and Vegetables ¹
Breakfast	24	1	26	25
Lunch	40	19	62	58
Dinner	15	47	69	63
Snacks	19	3	24	24

¹ Excludes fried vegetables which primarily consisted of fried potatoes.

Table 4: Proportion of Children Who Reported Eating Fruits and Vegetables¹ at Meal and Snack Times by Who Prepares the Meal or Snack (Phone Sample)

How many servings of fruits, vegetables, 100% juices, or salads did you eat/drink?
 During the school week, who most often makes breakfast/lunch/dinner for you?
 During the school week, who most often makes after-school/evening snacks for you?

Meal Times	Children Eating 1 or More Servings of Fruits and Vegetables at Meals, Percent			
	Mom/Dad/Adult Makes Meal	Child Alone or with Child Makes Meal	School Makes Meal	
Breakfast	29	15	47	***
Lunch	52	56	71	**
Dinner	65	71	N/A	

Snack Times	Children Eating a Servings of Fruit or Vegetable at Snacks, Percent		
	Mom/Dad/Adult Makes Snack	Child Alone or with Child Makes Snack	
Morning Snack	N/A	N/A	
After-School Snack	7	21	***
Evening Snack	7	3	

¹ Excludes fried vegetables.

A box around a group of numbers signifies that differences observed within this group are statistically significant.

Chi Square Test

** p<.01

*** p<.001

Table 5: Percentage of California Children Reporting Awareness of the 5 a Day-Power Play! Campaign Commercials (Phone Sample)

Do you recall seeing or hearing any commercials that promoted an educational program called 5 a Day-Power Play!?

	Aware of 5 a Day-Power Play! Campaign Commercials, Percent of Children	
Total	24	
Gender		
Males	31	**
Females	18	
Ethnicity		
White	22	*
African American	48	
Latino	20	
Asian/Other	24	
Income		
≤\$19,999	35	*
20,000 - \$49,999	21	
≥\$50,000	21	
School Type		
Public	24	
Other	22	
Overweight Status		
Not at Risk	21	
At Risk/Overweight	28	
Food Stamps		
Yes	14	
No	24	
Physical Activity		
≥60 minutes	24	
<60 minutes	23	
School Breakfast		
Yes	27	
No	23	
School Lunch		
Yes	24	
No	24	
Nutrition Lesson		
Yes	23	
No	25	
Exercise Lesson		
Yes	24	
No	22	

Not aware includes those reporting "no" and "don't know."

A box around a group of numbers signifies that differences observed within this group are statistically significant.

Chi Square Test

* $p < .05$

** $p < .01$

Table 6: Range in Number of Servings of Fruits and Vegetables Consumed by Awareness of the 5 a Day-Power Play! Campaign Commercials¹ (Phone Sample)

How many servings of fruits, vegetables, 100% juices, or salads did you eat/drink?

Do you recall seeing or hearing any commercials that promoted an educational program called 5 a Day-Power Play!?

		Servings of Fruits and Vegetables, Percent of Children			
		0 ²	1-2	3-4	5+
Total	Percent	7	40	33	20
Aware of 5 a Day-Power Play! Campaign Commercials					
Yes	24	12	26	38	25
No	76	5	40	39	17

¹ Not aware includes those reporting "no" and "don't know."

² Categorized as having 0.5 servings or less.

Rows may not add up to 100% due to rounding.

A box around a group of numbers signifies that differences observed within this group are statistically significant.

Chi Square Test

* p<.05

Table 7: Belief about the Number of Servings of Fruits and Vegetables Needed for Good Health by Awareness of the 5 a Day-Power Play! Campaign Commercials¹ (Phone Sample)

How many total servings of fruits, fruit juice, vegetables, or salads do you think you should eat every day for good health?

Do you recall seeing or hearing any commercials that promoted an educational program called 5 a Day-Power Play!?

		Servings of Fruits and Vegetables Believed Needed ² , Percent of Children			Don't Know
		0-2	3-4	5+	
Total	Percent	22	43	34	15
Aware of 5 a Day-Power Play! Campaign Commercials					
Yes	24	20	27	53	10
No	76	24	47	28	17

¹ Not aware includes those reporting "no" and "don't know."

² Excludes those reporting "don't know."

Rows may not add up to 100% due to rounding.

A box around a group of numbers signifies that differences observed within this group are statistically significant.

Chi Square Test

*** p<.001

Table 8: Belief about Personal Success Eating Enough Fruits and Vegetables (Phone Sample)

Do you think you eat the right amount of fruits and vegetables every day, too much, or do you think you should eat more?

	Belief, Percent of Children	
	Eat the Right Amount or Too Much	Need to Eat More
Total	40	60
Gender		
Males	48	52
Females	34	66
Ethnicity		
White	37	63
African American	66	34
Latino	42	58
Asian/Other	31	69
Income		
≤\$19,999	45	55
20,000 - \$49,999	47	53
≥\$50,000	33	67
School Type		
Public	42	58
Other	31	69
Overweight Status		
Not at Risk	45	55
At Risk/Overweight	35	65
Food Stamps		
Yes	60	40
No	39	61
Physical Activity		
≥60 minutes	43	57
<60 minutes	38	62
School Breakfast		
Yes	53	47
No	38	62
School Lunch		
Yes	46	54
No	31	69
Nutrition Lesson		
Yes	44	56
No	35	65
Exercise Lesson		
Yes	42	58
No	36	64
Aware of 5-a-Day		
Yes	41	59
No	41	59

Excludes those reporting "not sure."

Rows may not add up to 100% due to rounding.

A box around a group of numbers signifies that differences observed within this group are statistically significant.

Chi Square Test

* p<.05

** p<.01

Table 9: California Children Reporting Awareness of the 5 a Day-Power Play! Campaign Commercials¹ Associated with Fruit and Vegetable Intake (Phone Sample)

Do you recall seeing or hearing any commercials that promoted an educational program called 5 a Day-Power Play!?

How many servings of fruits, vegetables, 100% juices, or salads did you eat/drink?

	Aware of 5 a Day-Power Play! Campaign Commercials, Percent	
	Yes	No
2+ Servings of Fruits and Juices		
Yes	46	42
No	54	58
3+ Servings of Vegetables and Salads		
Yes	23	12 *
No	77	88
Both 2+ Servings of Fruits/Juices and 3+ Servings of Vegetables/Salads		
Yes	10	7
No	90	93
5+ Servings of Any Fruits and Vegetables		
Yes	25	17
No	75	83
	Aware of 5 a Day-Power Play! Campaign Commercials, Mean	
	Yes	No
Servings of Fruits and Vegetables	3.4	3.2
Servings of Fruits and Juices	1.9	1.7
Servings of Vegetables and Salads	1.5	1.5
Servings of Fruits	1.4	1.1
Servings of Juices	0.5	0.6
Servings of Vegetables	1.2	1.2
Servings of Salads	0.3	0.2

¹ Not aware includes those reporting "no" and "don't know."

Column percents may not add up to 100% due to rounding.

A box around a group of numbers signifies that differences observed within this group are statistically significant.

Chi Square Test

ANOVA

* p<.05

Table 10: California Children Reporting Awareness of the 5 a Day-Power Play! Campaign Commercials¹ Associated with Physical and Sedentary Activities² (Phone Sample)

Do you recall seeing or hearing any commercials that promoted an educational program called 5 a Day-Power Play!?

	Aware of 5 a Day-Power Play! Campaign Commercials, Mean	
	Yes	No
Minutes Exercised by Intensity		
Light Exercise	17	17
Moderate Exercise	24	32
Vigorous Exercise	52	33 **
Total Minutes Exercised	93	82
Minutes Watched TV/played video games	84	81

	Aware of 5 a Day-Power Play! Campaign Commercials, Percent	
	Yes	No
Sedentary Activity		
≤2 Hours	77	79
>2 Hours	23	21
Total Minutes Exercised		
<30 Minutes	17	13
30-59 Minutes	19	26
60+ Minutes	64	62

¹ Not aware includes those reporting "no" and "don't know."

² This includes time spent watching TV/videos and playing video/computer games for fun.

Column percents may not add up to 100% due to rounding.

A box around a group of numbers signifies that differences observed within this group are statistically significant.

Chi Square Test

ANOVA

** p<.01

Table 11: California Children Reporting Awareness of the *5 a Day-Power Play! Campaign* Commercials¹ Associated with Reinforcement, Food Preference, and Physical Activity Beliefs (Phone Sample)

Do you recall seeing or hearing any commercials that promoted an educational program called *5 a Day-Power Play!*?

	Aware of <i>5 a Day-Power Play! Campaign</i> Commercials, Percent	
	Yes	No
Reinforcement		
Receive Reward for Completing Nutrition Activities		
Agree	61	48
Disagree	39	52
Food Preference		
Want Fruit for Afternoon Snack		
Agree	89	90
Disagree	11	10
Physical Activity Belief		
Times of PA for 30+ Mins per Week Believed Needed		
1-2	10	15
3-4	28	32
5-6	27	15
7+	35	38

¹ Not aware includes those reporting "no" and "don't know."

Column percents may not add up to 100% due to rounding.

A box around a group of numbers signifies that differences observed within this group are statistically significant.

Chi Square Test

* $p < .05$

**Table 12: Prevalence of School Environment Factors Reported
by California Children (Phone and Diary Samples)**

Does your school have a vending machine filled with snacks, chips, cookies, or candy that students can use?

Does your school have a soda vending machine that students can use?

Does your school cafeteria serve students fast food made by restaurants like McDonald's, Burger King, Taco Bell or Pizza Hut?

Does your school ever make its students exercise during school (other than recess)?

	Percent of Children Reporting School Environment Factors
School Vending Machine with Soda	
Yes	16
No	84
School Vending Machine with Chips and Candy	
Yes	8
No	92
School Cafeteria with Fast Food	
Yes	24
No	76
School Makes Students Exercise	
Yes	90
No	10

**Table 13: Frequency of School Physical Education Classes by
Average Minutes of Physical Activity (Phone Sample)**

About how often did you have to attend gym or physical education class?
Number of minutes you spent doing each exercise or activity.

Physical Education Classes	Percent	Mean Minutes of Physical Activity
Times per week		
None	17	69 ^{ab}
≤ 1	19	66 ^a
2	26	93 ^{bc}
3-4	20	96 ^c
5	18	91 ^{bc}

Excludes those reporting "don't know" how often.

A box around a group of numbers signifies that differences observed within this group are statistically significant.

Categories sharing a common superscript (a,b,c) are not statistically different from each other (Tukey's test at a procedure-wise error rate=.05).

ANOVA

*** p<.001